

FIG. 1

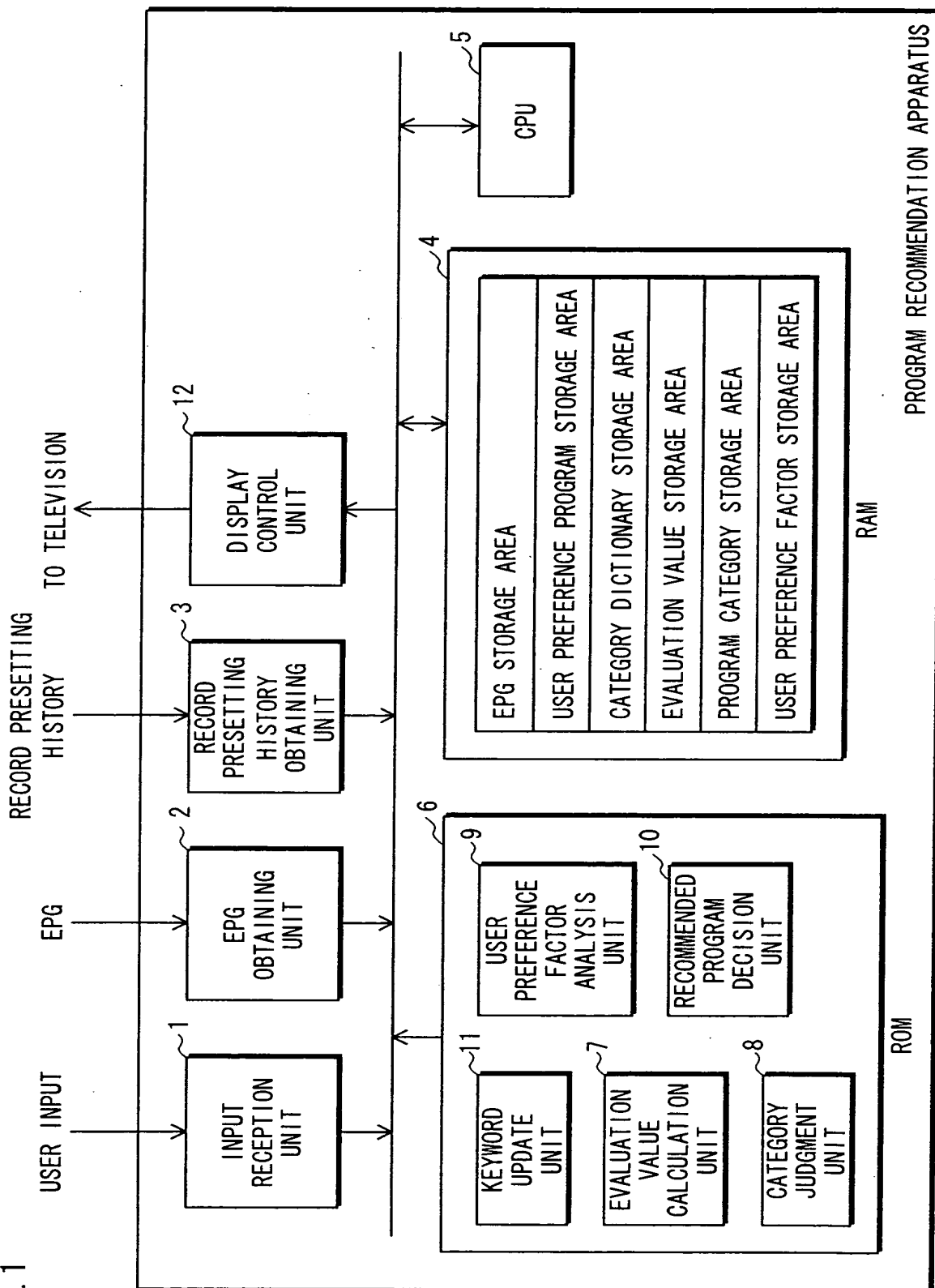


FIG. 2

PROGRAM TITLE	BROADCAST DATE/TIME	BROADCAST STATION	CAST	PROGRAM DESCRIPTION	GENRE
DAY-TRIP TRAVELOGUE	9/1 (MON) 10:00~11:00	XYZ TELEVISION		INTRODUCE NICE DAY-TRIP TRAVEL SPOT. DINNER AT HIGH-CLASS JAPANESE HOTEL.	TRAVEL
GOURMET GUIDE	9/1 (MON) 14:00~15:00	XYZ TELEVISION	MIZUNO HANAKO	DOWNTOWN LUNCH INFORMATION. FEATURING FRENCH CUISINE	COOKING
HIDDEN ONSEN TOUR	9/1 (MON) 20:00~21:00	MAIASA BROADCAST		INTRODUCE UNKNOWN ONSENS IN JAPAN. ALSO INTRODUCE INEXPENSIVE HOTELS. ESPECIALLY FEATURING SO-AND-SO ONSEN	TRAVEL
TODAY'S LUNCH	9/3 (WED) 10:00~10:30	YOMIKAI BROADCAST	SHIMONUMA ETSUKO	INTRODUCE DISHES USING SEASONAL FOOD. TODAY'S MENU "GRILLED SAURY WITH SALT"	COOKING
ACCOMMODATIONS DIRECTORY	9/7 (SUN) 15:00~15:15	MAIASA BROADCAST		PORGRAM INTRODUCING ACCOMMODATIONS ALL OVER JAPAN	TRAVEL
HOW TO WALK ABROAD	9/8 (MON) 11:00~11:30	XYZ TELEVISION		INTRODUCE SIGHTSEEING SPOT AND ACCOMMODATIONS ABROAD. FEATURING "FRANCE" TODAY.	TRAVEL

FIG. 3

KEYWORD \ CATEGORY	TRAVEL	GOURMET	COOKING
ACCOMMODATIONS	1.00	0.00	0.00
JAPANESE HOTELS	0.90	0.00	0.00
SIGHTSEEING	0.70	0.00	0.00
ONSEN	0.50	0.00	0.00
LUNCH	0.00	0.80	0.20
FRANCE	0.30	0.50	0.10
COOKING INGREDIENT	0.00	0.10	0.60
SEASONING	0.00	0.00	0.40
MENU	0.00	0.00	1.00

FIG. 4

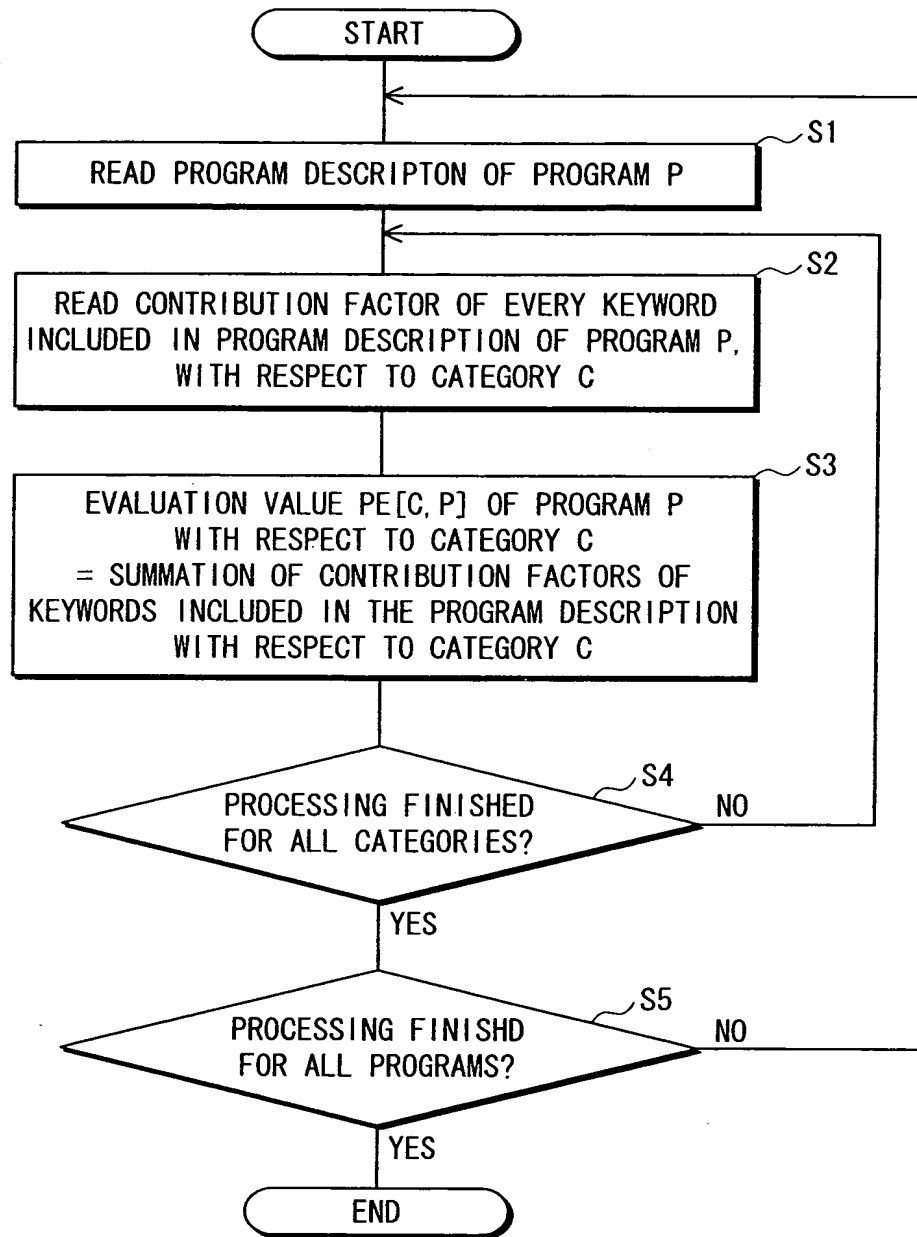
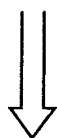


FIG. 5

(a)

PROGRAM \ CATEGORY	TRAVEL	GOURMET	COOKING
XYZ TELEVISION DAY-TRIP TRAVELOGUE 9/1 (MON) 10:00~11:00	1.60	0.00	0.00
XYZ TELEVISION GOURMET GUIDE 9/1 (MON) 14:00~15:00	0.30	1.30	0.30
MAIASA BROADCAST HIDDEN ONSEN TOUR 9/1 (MON) 20:00~21:00	2.90	0.00	0.00
YOMIKAI BROADCAST TODAY'S LUNCH 9/3 (WED) 10:00~10:30	0.00	0.10	1.60
MAIASA BROADCAST ACCOMMODATIONS DIRECTORY 9/7 (SUN) 15:00~15:15	1.00	0.00	0.00
XYZ TELEVISION HOW TO WALK ABROAD 9/8 (MON) 11:00~11:30	2.00	0.50	0.10



TRUE: EVALUATION VALUE \geq THRESHOLD VALUE
 FALSE: EVALUATION VALUE $<$ THRESHOLD VALUE
 HERE, THRESHOLD VALUE IS SET AS 0.50

(b)

PROGRAM \ CATEGORY	TRAVEL	GOURMET	COOKING
XYZ TELEVISION DAY-TRIP TRAVELOGUE 9/1 (MON) 10:00~11:00	TRUE	FALSE	FALSE
XYZ TELEVISION GOURMET GUIDE 9/1 (MON) 14:00~15:00	FALSE	TRUE	FALSE
MAIASA BROADCAST HIDDEN ONSEN TOUR 9/1 (MON) 20:00~21:00	TRUE	FALSE	FALSE
YOMIKAI BROADCAST TODAY'S LUNCH 9/3 (WED) 10:00~10:30	FALSE	FALSE	TRUE
MAIASA BROADCAST ACCOMMODATIONS DIRECTORY 9/7 (SUN) 15:00~15:15	TRUE	FALSE	FALSE
XYZ TELEVISION HOW TO WALK ABROAD 9/8 (MON) 11:00~11:30	TRUE	TRUE	FALSE

FIG. 6

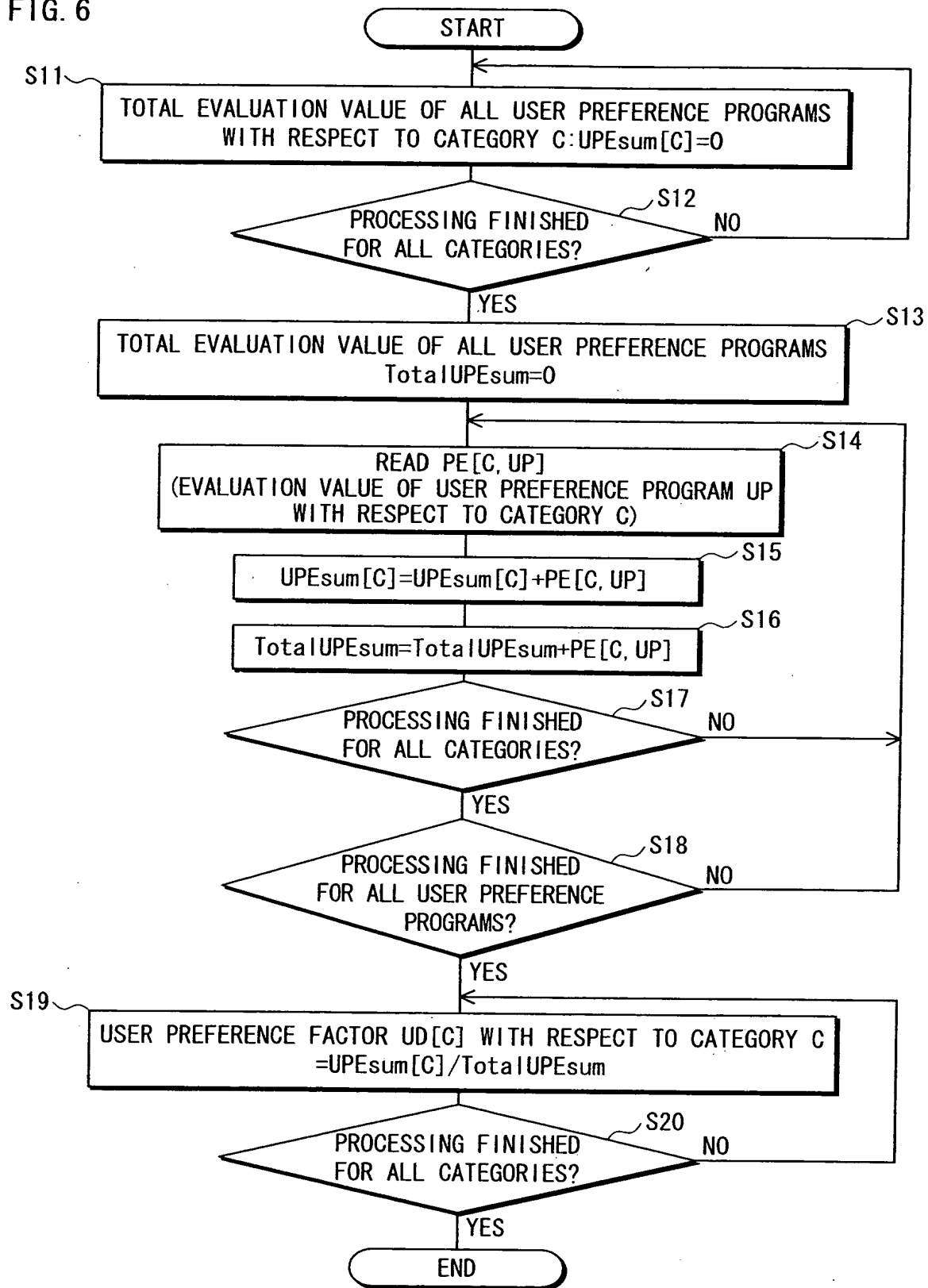


FIG. 7

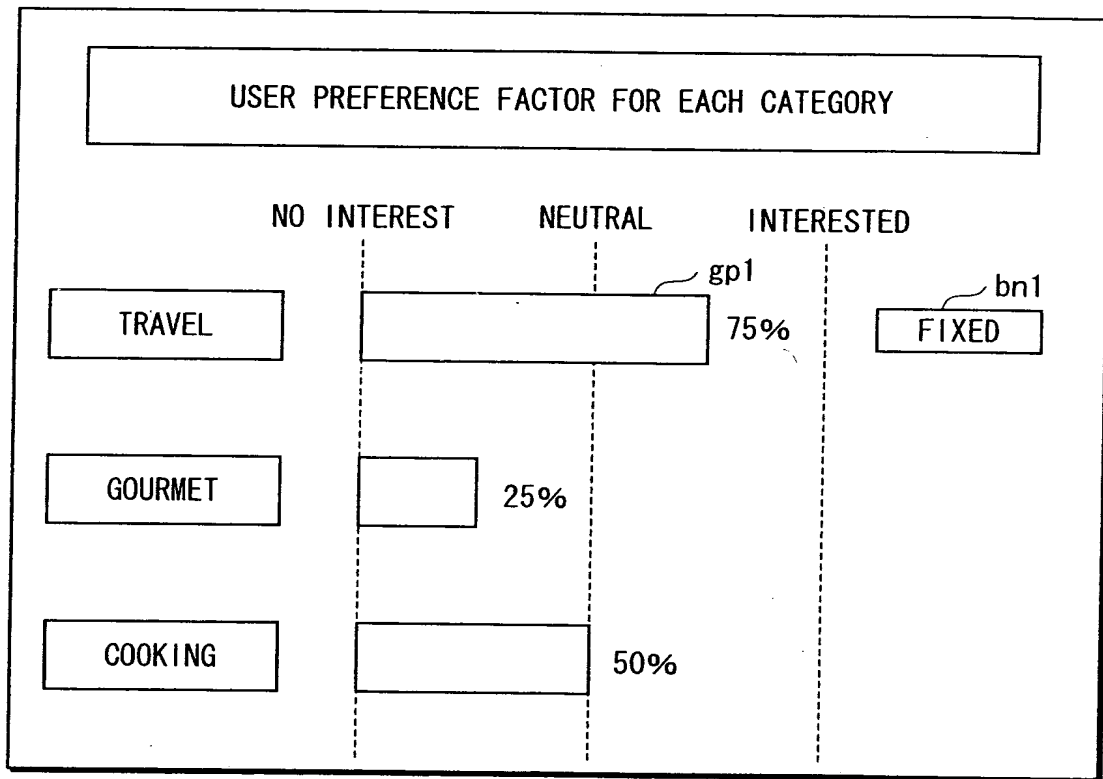


FIG. 8

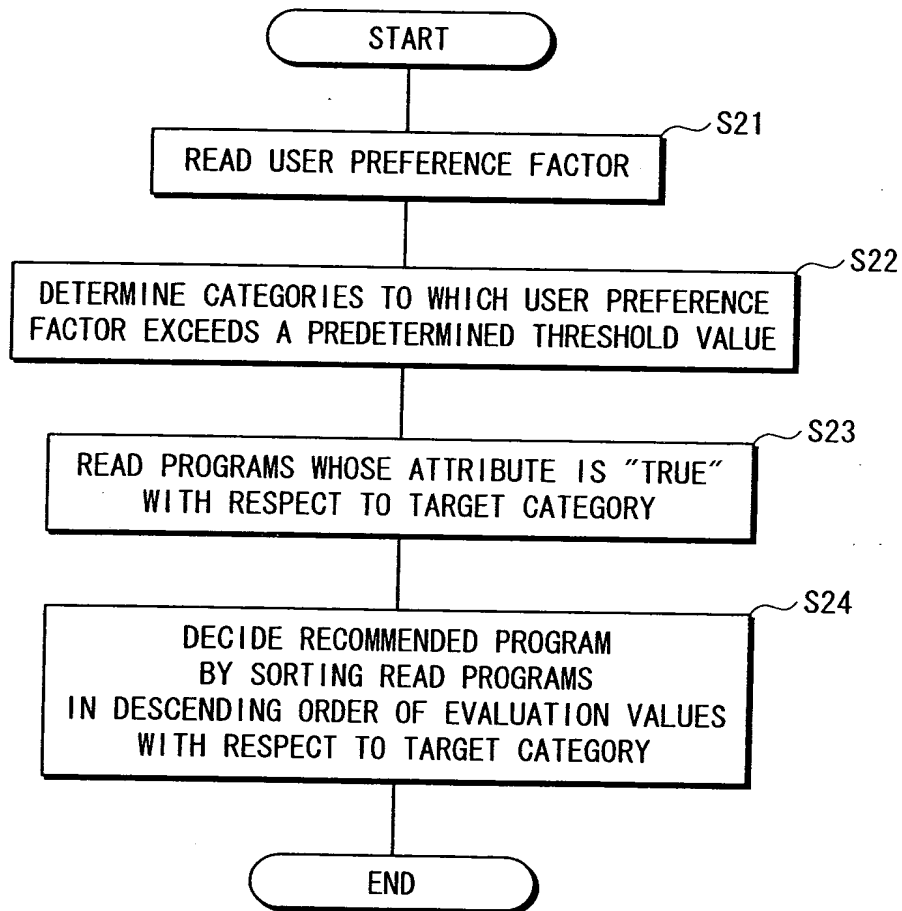
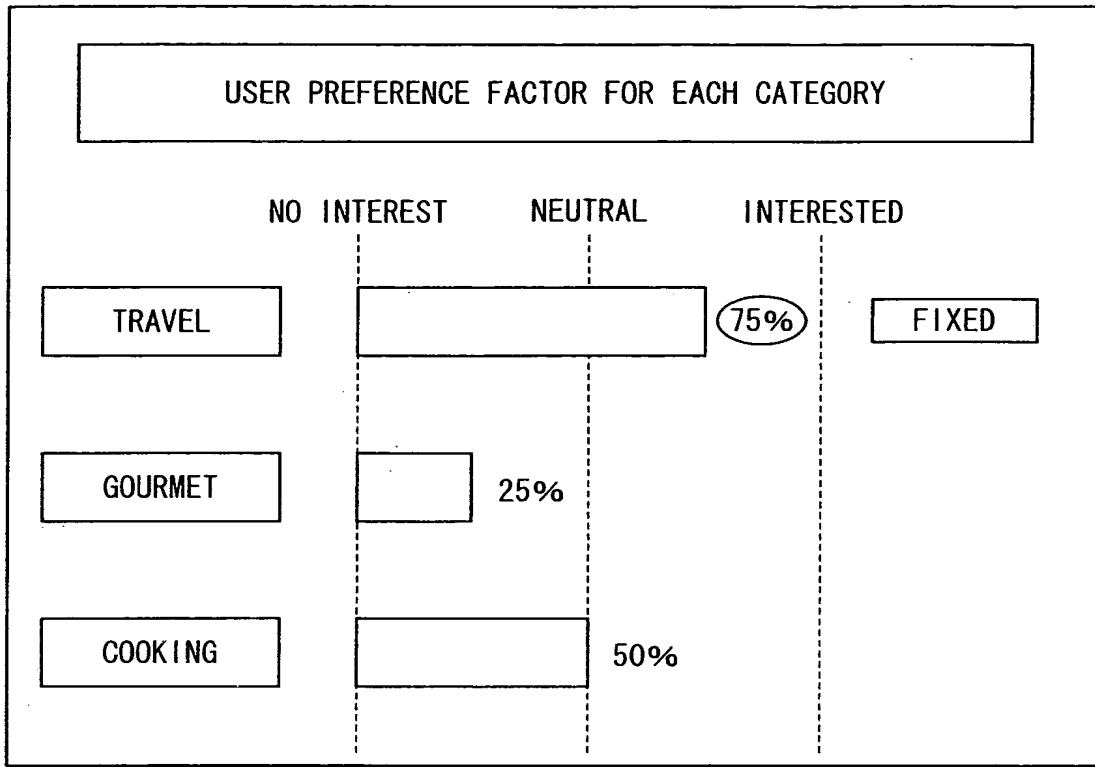


FIG. 9

(a)



(b)

PROGRAM \ CATEGORY	TRAVEL	
	EVALUATION VALUE	ATTRIBUTE
XYZ TELEVISION DAY-TRIP TRAVELOGUE 9/1 (MON) 10:00~11:00	1.60	TRUE
XYZ TELEVISION GOURMET GUIDE 9/1 (MON) 14:00~15:00	0.40	FALSE
MAIASA BROADCAST HIDDEN ONSEN TOUR 9/1 (MON) 20:00~21:00	2.90	TRUE
YOMIKAI BROADCAST TODAY'S LUNCH 9/3 (WED) 10:00~10:30	0.00	FALSE
MAIASA BROADCAST ACCOMMODATIONS DIRECTORY 9/7 (SUN) 15:00~15:15	1.00	TRUE
XYZ TELEVISION HOW TO WALK ABROAD 9/8 (MON) 11:00~11:30	2.00	TRUE

FIG. 10

RECOMMENDED PROGRAM IN THE CATEGORY "TRAVEL"		
PROGRAM	BROADCAST STATION	BROADCAST DATE/TIME
HIDDEN ONSEN TOUR	MAIASA BROADCAST	9/1 (MON) 7:00~8:00
HOW TO WALK ABROAD	XYZ TELEVISION	9/8 (MON) 11:00~11:30
DAY-TRIP TRAVELOGUE	XYZ TELEVISION	9/1 (MON) 10:00~11:00
ACCOMMODATIONS DIRECTORY	MAIASA BROADCAST	9/7 (SUN) 15:00~15:15

FIG. 11

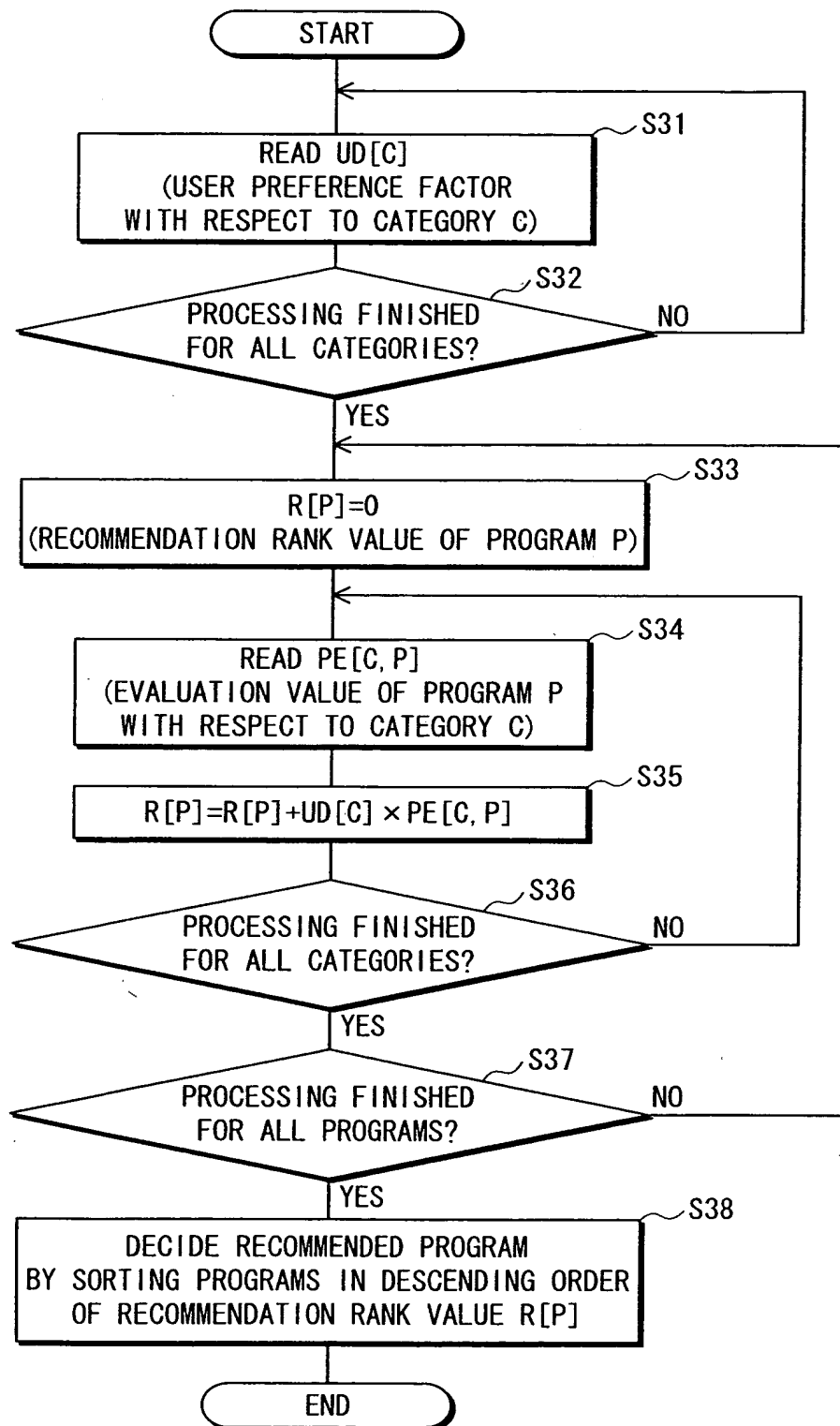


FIG. 12

PROGRAM	RECOMMENDATION RANK VALUE
XYZ TELEVISION DAY-TRIP TRAVELOGUE 9/1 (MON) 10:00~11:00	1.20
XYZ TELEVISION GOURMET GUIDE 9/1 (MON) 14:00~15:00	0.70
MAIASA BROADCAST HIDDEN ONSEN TOUR 9/1 (MON) 20:00~21:00	2.18
YOMIKAI BROADCAST TODAY'S LUNCH 9/3 (WED) 10:00~10:30	0.83
MAIASA BROADCAST ACCOMMODATIONS DIRECTORY 9/7 (SUN) 15:00~15:15	1.28
XYZ TELEVISION HOW TO WALK ABROAD 9/8 (MON) 11:00~11:30	1.63

FIG. 13

RECOMMENDED PROGRAM			
PROGRAM	BROADCAST STATION	BROADCAST DATE/TIME	CATEGORY
HIDDEN ONSEN TOUR	MAIASA BROADCAST	9/1 (MON) 7:00~8:00	TRAVEL
HOW TO WALK ABROAD	XYZ TELEVISION	9/8 (MON) 11:00~11:30	TRAVEL
DAY-TRIP TRAVELOGUE	XYZ TELEVISION	9/1 (MON) 10:00~11:00	TRAVEL
TODAY'S LUNCH	YOMIKAI BROADCAST	9/3 (WED) 10:00~10:30	COOKING
ACCOMMODATIONS DIRECTORY	MAIASA BROADCAST	9/7 (SUN) 15:00~15:15	TRAVEL
GOURMET GUIDE	XYZ TELEVISION	9/1 (MON) 14:00~15:00	GOURMET

FIG. 14

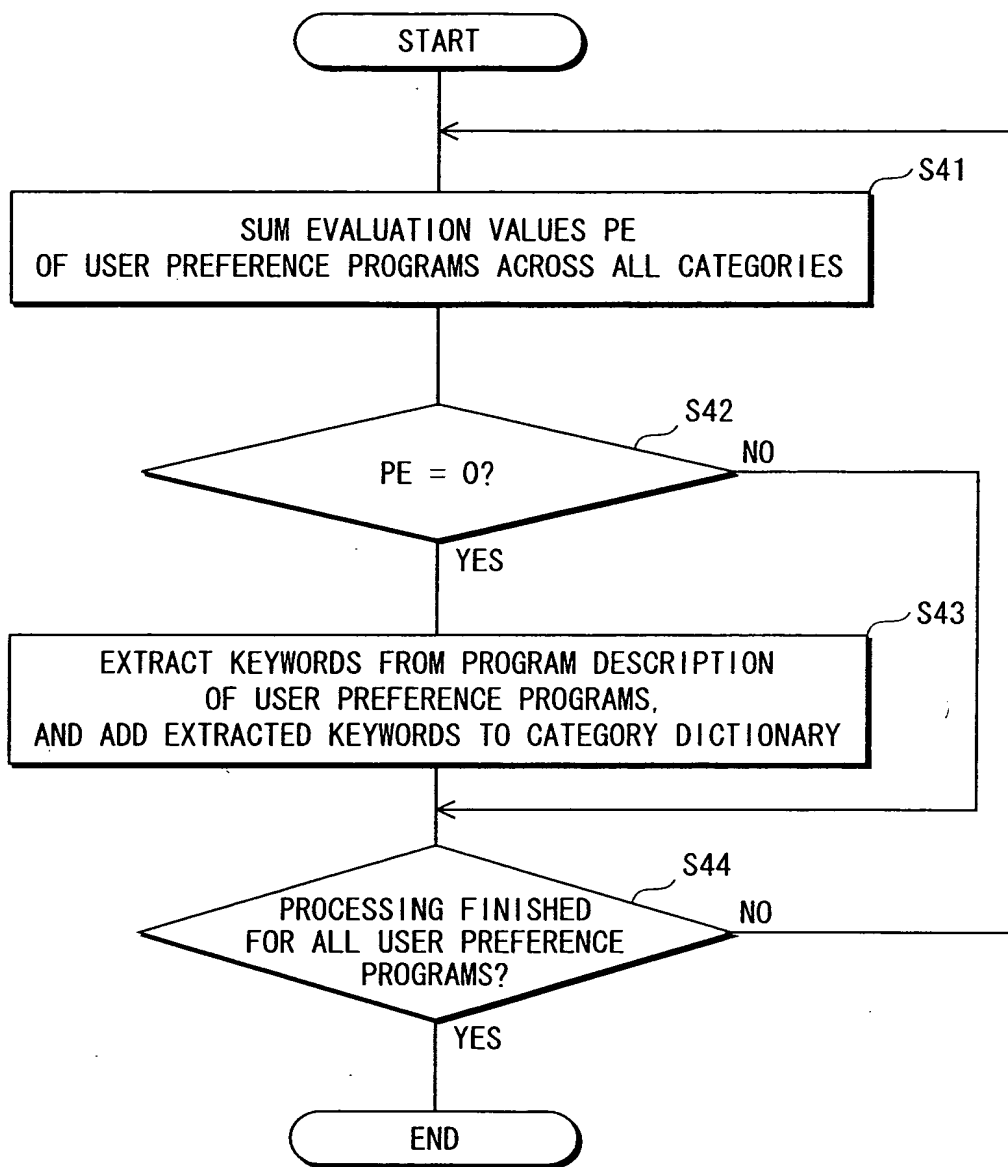


FIG. 15

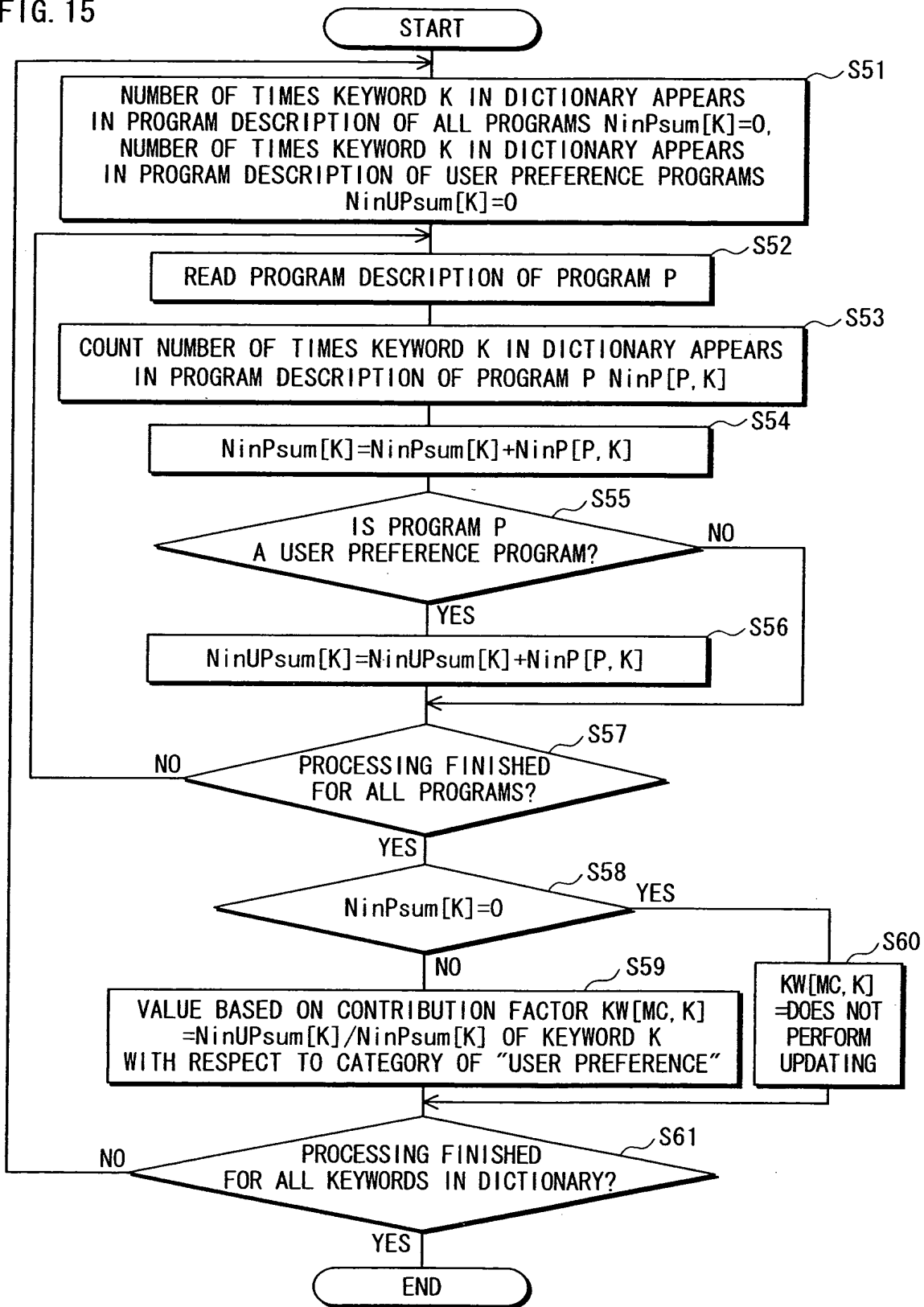


FIG. 16

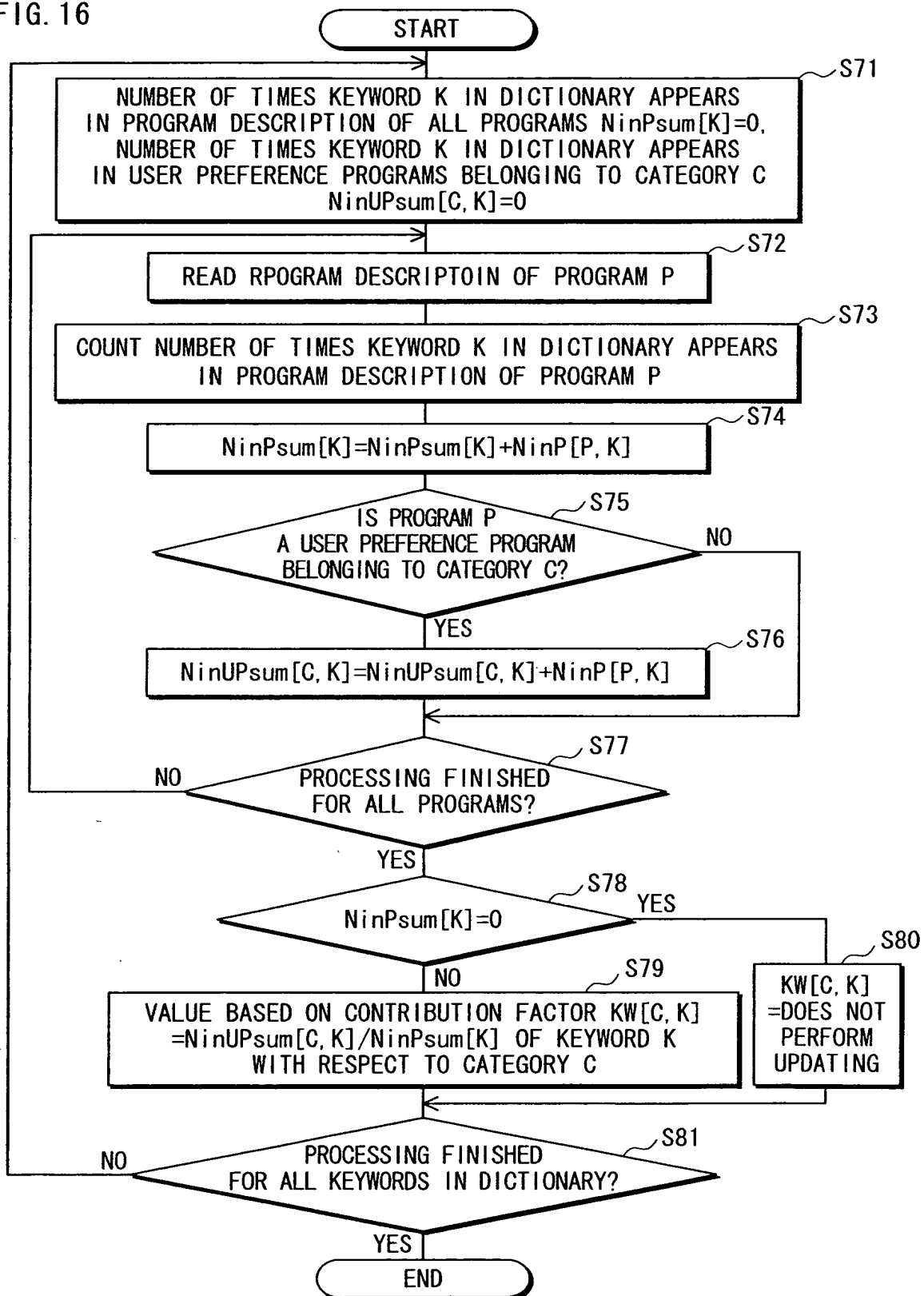


FIG. 17

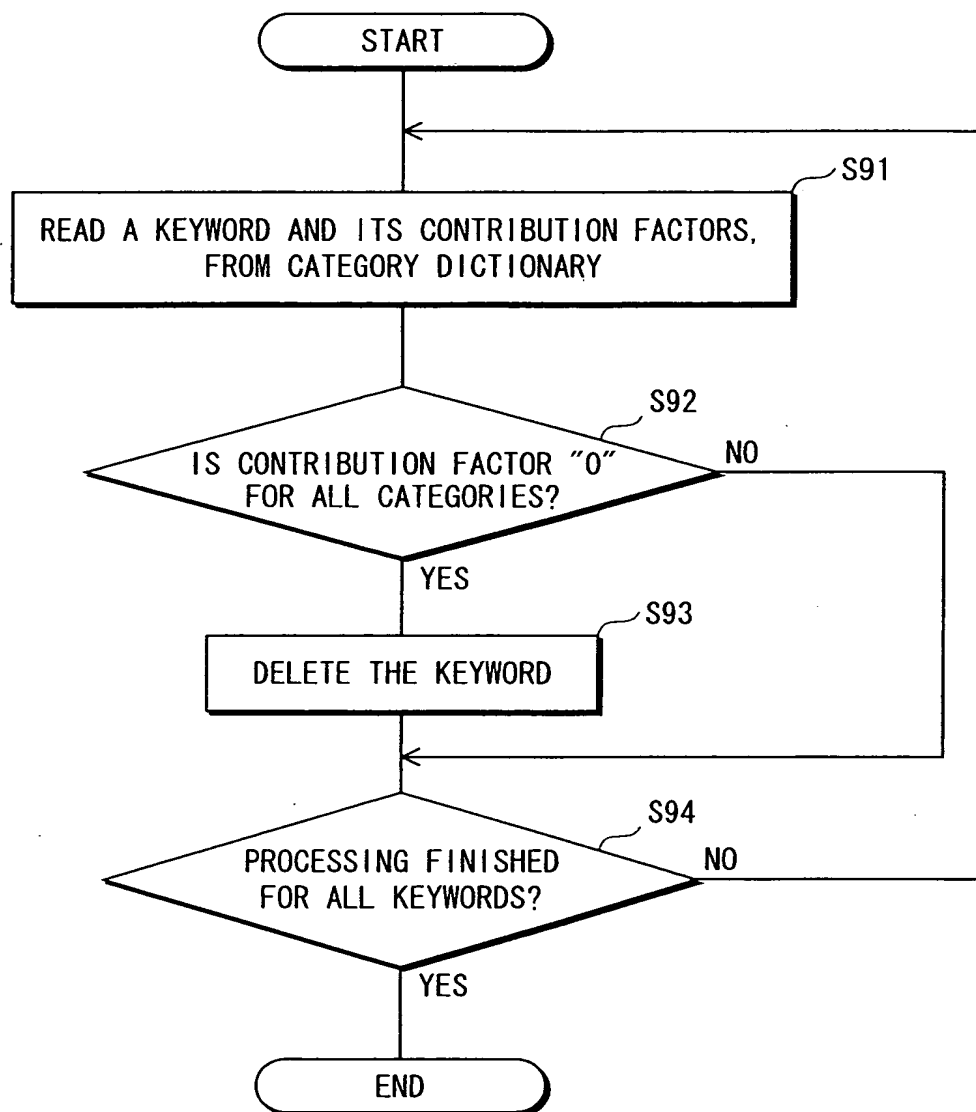


FIG. 18

KEYWORD \ CATEGORY	TRAVEL	GOURMET	COOKING
LUNCH	0.00	0.80	0.20
FRANCE	0.30	0.50	0.10
COOKING INGREDIENT	0.00	0.10	0.60
SEASONING	0.00	0.00	0.40
MENU	0.00	0.00	1.00

FIG. 19

PROGRAM	KEYWORD INCLUDED IN PROGRAM DESCRIPTION	PREFERENCE PROGRAM?
PROGRAM A	FRANCE, COOKING INGREDIENT, <u>MARKET</u>	○
PROGRAM B	FRANCE, SEASONING, MENU, <u>MARKET</u>	×
PROGRAM C	LUNCH, COOKING INGREDIENT	○
PROGRAM D	<u>MARKET</u>	○
PROGRAM E	SEASONING, MENU	×

FIG. 20

(a)

PROGRAM	TRAVEL	GOURMET	COOKING	PREFERENCE PROGRAM?
PROGRAM A	0.30	0.60	0.70	○
PROGRAM B	0.30	0.50	1.50	×
PROGRAM C	0.00	0.90	0.80	○
PROGRAM D	0.00	0.00	0.00	○
PROGRAM E	0.00	0.00	1.40	×



TRUE: EVALUATION VALUE \geq THRESHOLD VALUE
 FALSE: EVALUATION VALUE $<$ THRESHOLD VALUE
 HERE, THRESHOLD VALUE IS SET AS 0.50

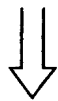
(b)

PROGRAM	TRAVEL	GOURMET	COOKING	PREFERENCE PROGRAM?
PROGRAM A	FALSE	TRUE	TRUE	○
PROGRAM B	FALSE	TRUE	TRUE	×
PROGRAM C	FALSE	TRUE	TRUE	○
PROGRAM D	FALSE	FALSE	FALSE	○
PROGRAM E	FALSE	FALSE	TRUE	×

FIG. 21

(a)

KEYWORD \ CATEGORY	TRAVEL	GOURMET	COOKING	USER PREFERENCE
LUNCH	0.00	1.00	1.00	1.00
FRANCE	0.00	0.50	0.50	0.50
COOKING INGREDIENT	0.00	1.00	1.00	1.00
SEASONING	0.00	0.00	0.00	0.00
MENU	0.00	0.00	0.00	0.00
MARKET	0.00	0.33	0.33	0.67



DELETE KEYWORDS WHOSE CONTRIBUTION FACTOR IS "0"
WITH RESPECT TO ALL CATEGORIES

(b)

KEYWORD \ CATEGORY	TRAVEL	GOURMET	COOKING	USER PREFERENCE
LUNCH	0.00	1.00	1.00	1.00
FRANCE	0.00	0.50	0.50	0.50
COOKING INGREDIENT	0.00	1.00	1.00	1.00
MARKET	0.00	0.33	0.33	0.67

FIG. 22

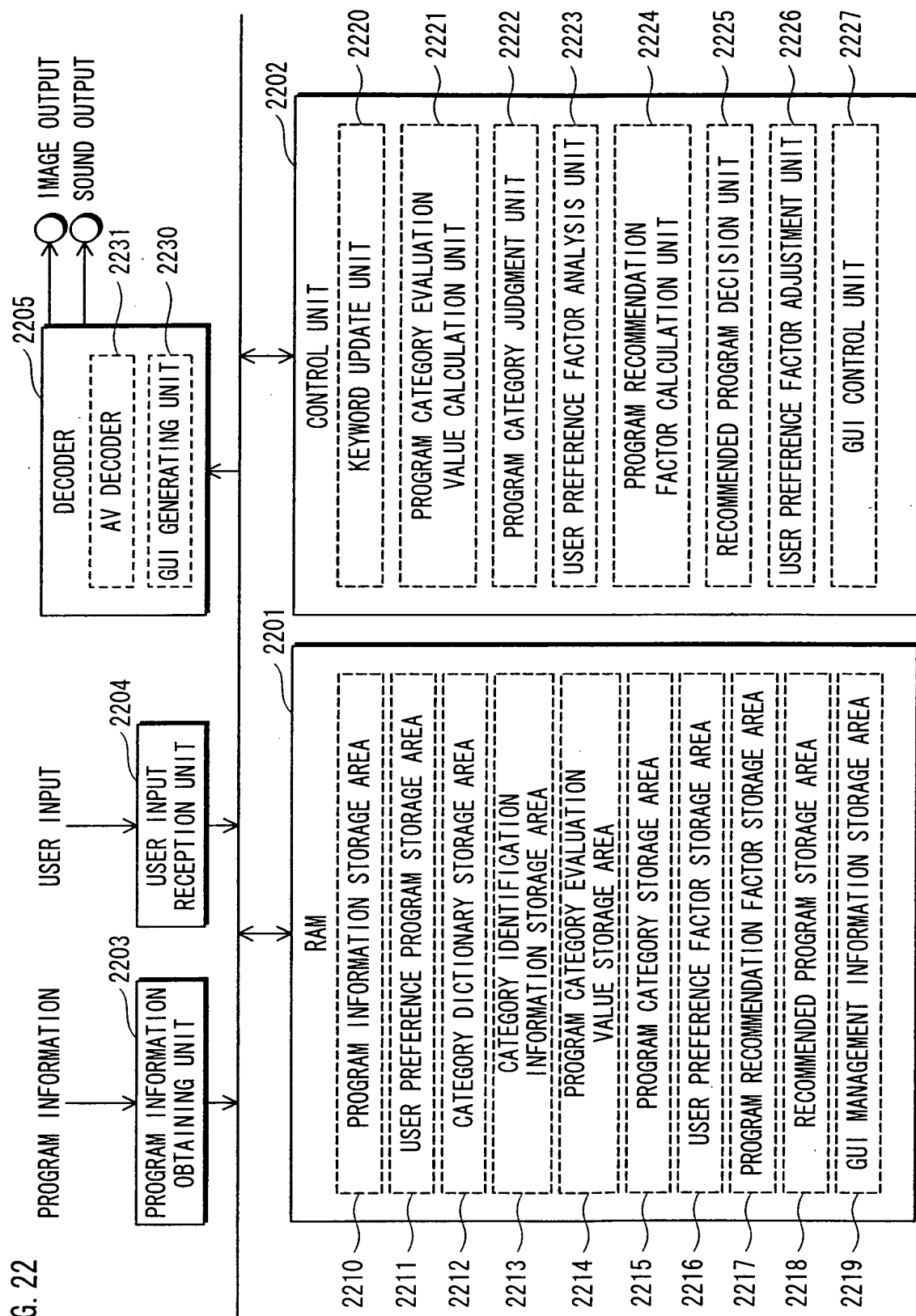


FIG. 23

2301 CATEGORY DICTIONARY

	CATEGORY A	CATEGORY B	CATEGORY C
KEYWORD a	1.0	0.0	0.0
KEYWORD b	0.9	0.0	0.0
KEYWORD c	0.7	0.1	0.0
KEYWORD d	0.5	0.4	0.0
KEYWORD e	0.0	0.8	0.1

2302 2303

FIG. 24

2401 CATEGORY DICTIONARY

	CATEGORY A	CATEGORY B	CATEGORY C
IDENTIFICATION	Color 1	Color 2	Color 3

FIG. 25

2501 CATEGORY EVALUATION VALUE

	CATEGORY A	CATEGORY B	CATEGORY C
PROGRAM α	5.2	0.0	0.0
PROGRAM β	3.4	0.0	0.0
PROGRAM γ	0.7	0.1	0.0
PROGRAM δ	0.0	7.4	3.0
PROGRAM ϵ	0.0	0.5	2.1

2502 2503

FIG. 26

2601 PROGRAM CATEGORY

	CATEGORY
PROGRAM α	CATEGORY A
PROGRAM β	CATEGORY A
PROGRAM γ	CATEGORY A
PROGRAM δ	CATEGORY B
PROGRAM ϵ	CATEGORY C

2602

2603

FIG. 27

2701 USER PREFERENCE FACTOR

USER \ PREFERENCE FACTOR	CATEGORY A	CATEGORY B	CATEGORY C
1	10%	75%	30%
2	30%	10%	5%

2702

2703

FIG. 28

2801 PROGRAM RECOMMENDATION FACTOR

USER1	RECOMMENDATION FACTOR
PROGRAM α	1
PROGRAM β	1
PROGRAM γ	1
PROGRAM δ	4
PROGRAM ϵ	3

2802

2803

2804

FIG. 29

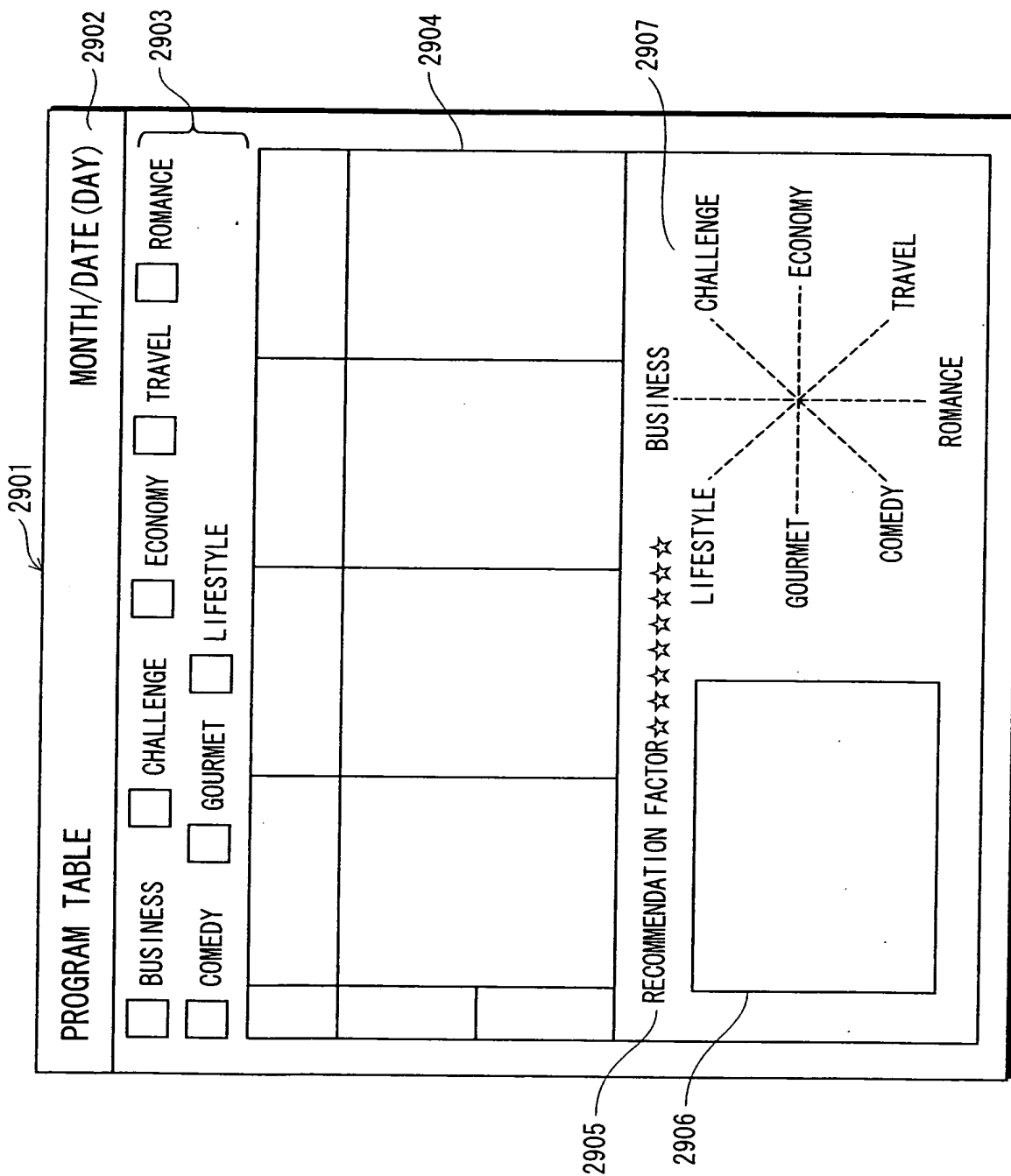


FIG. 30

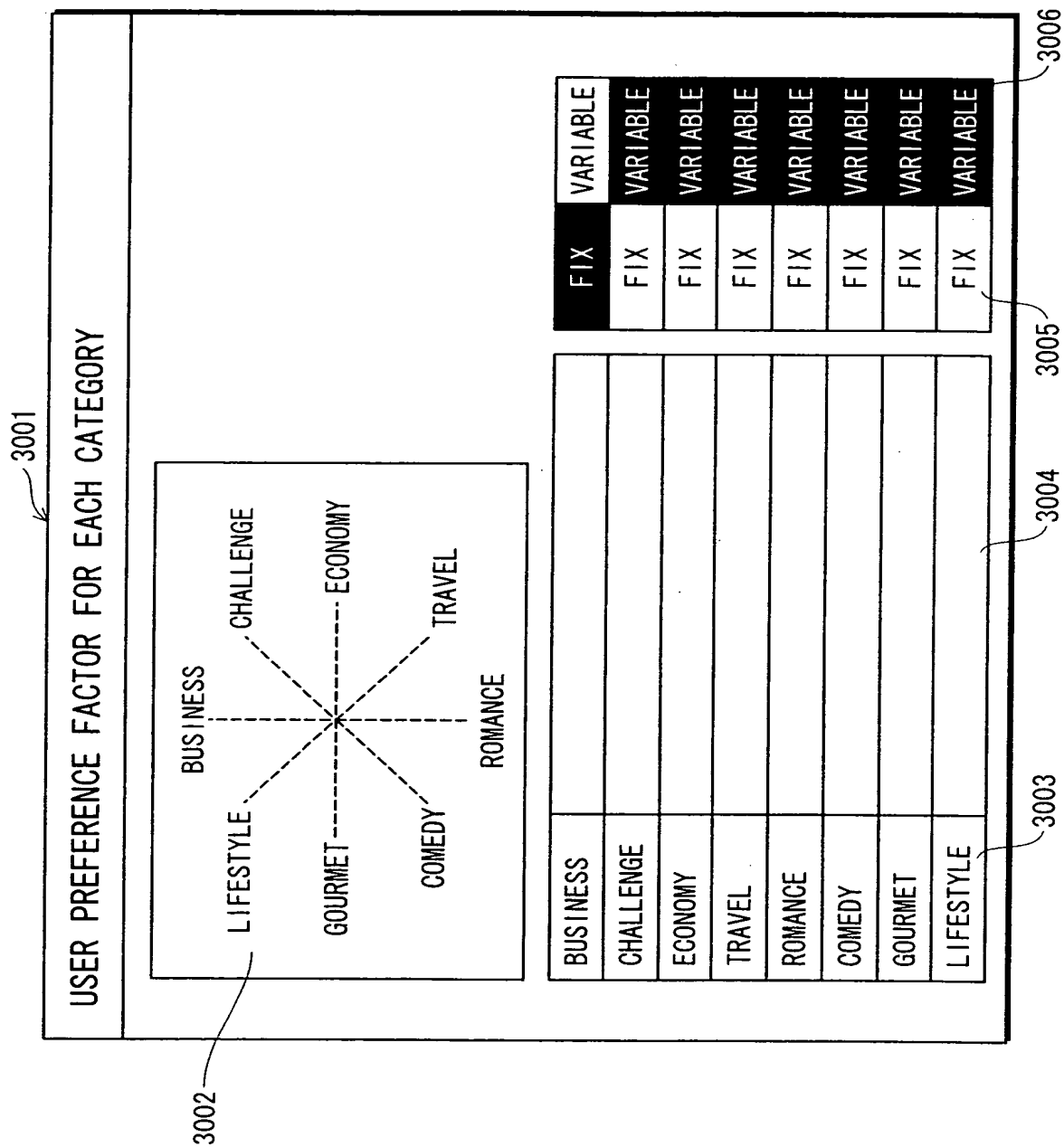


FIG. 31

PROGRAM CATEGORY EVALUATION VALUE	PROGRAM X TARO 「1」 HANAOKO 「2」	CATEGORY A	CATEGORY B	CATEGORY C	CATEGORY D	CATEGORY E
		1.0	0.0	0.1	0.9	1.0
		1.0	0.0	0.3	0.8	1.0
		0.0	1.0	1.0	0.0	1.0

3101

3102

FIG. 32

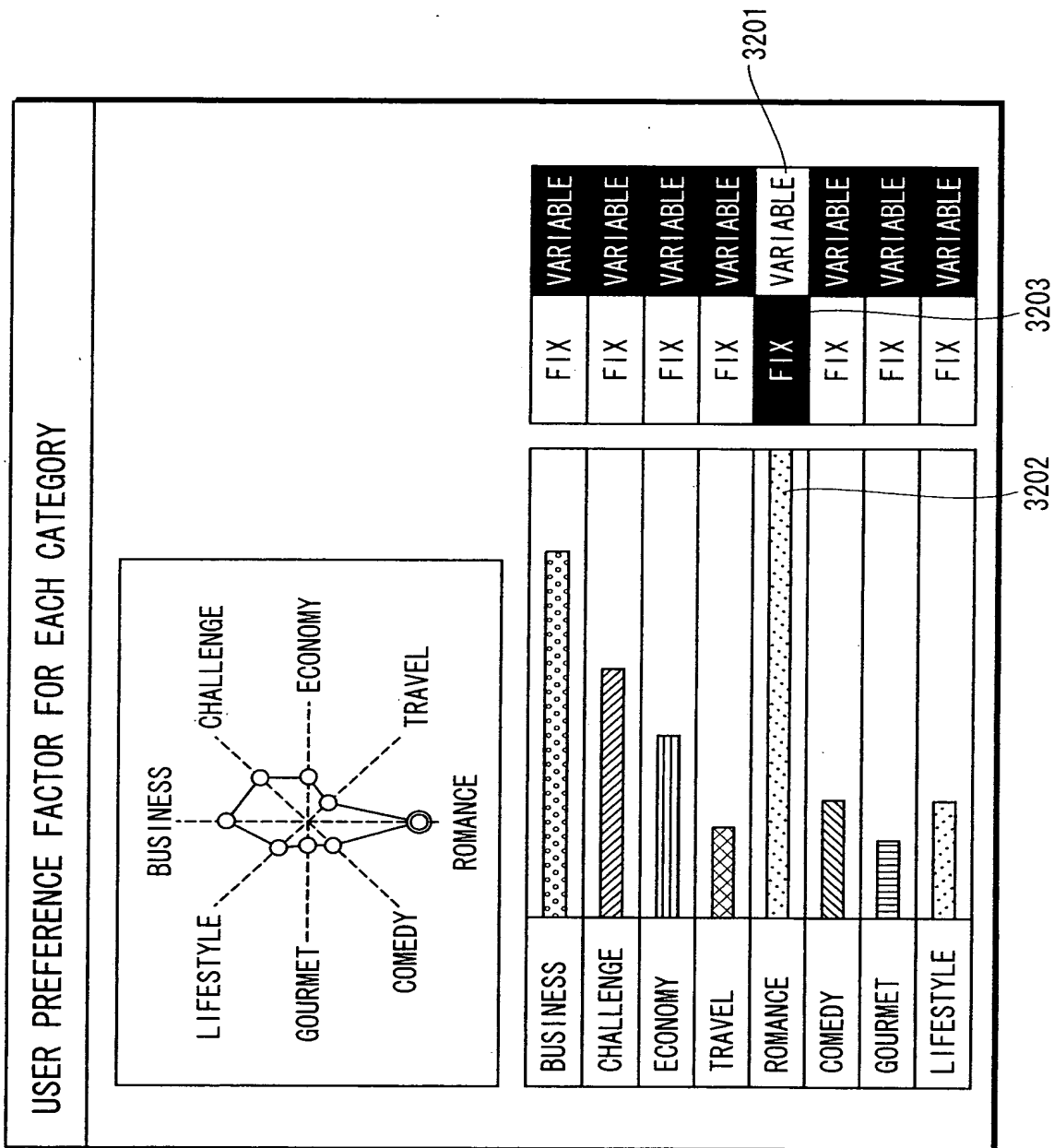


FIG. 33

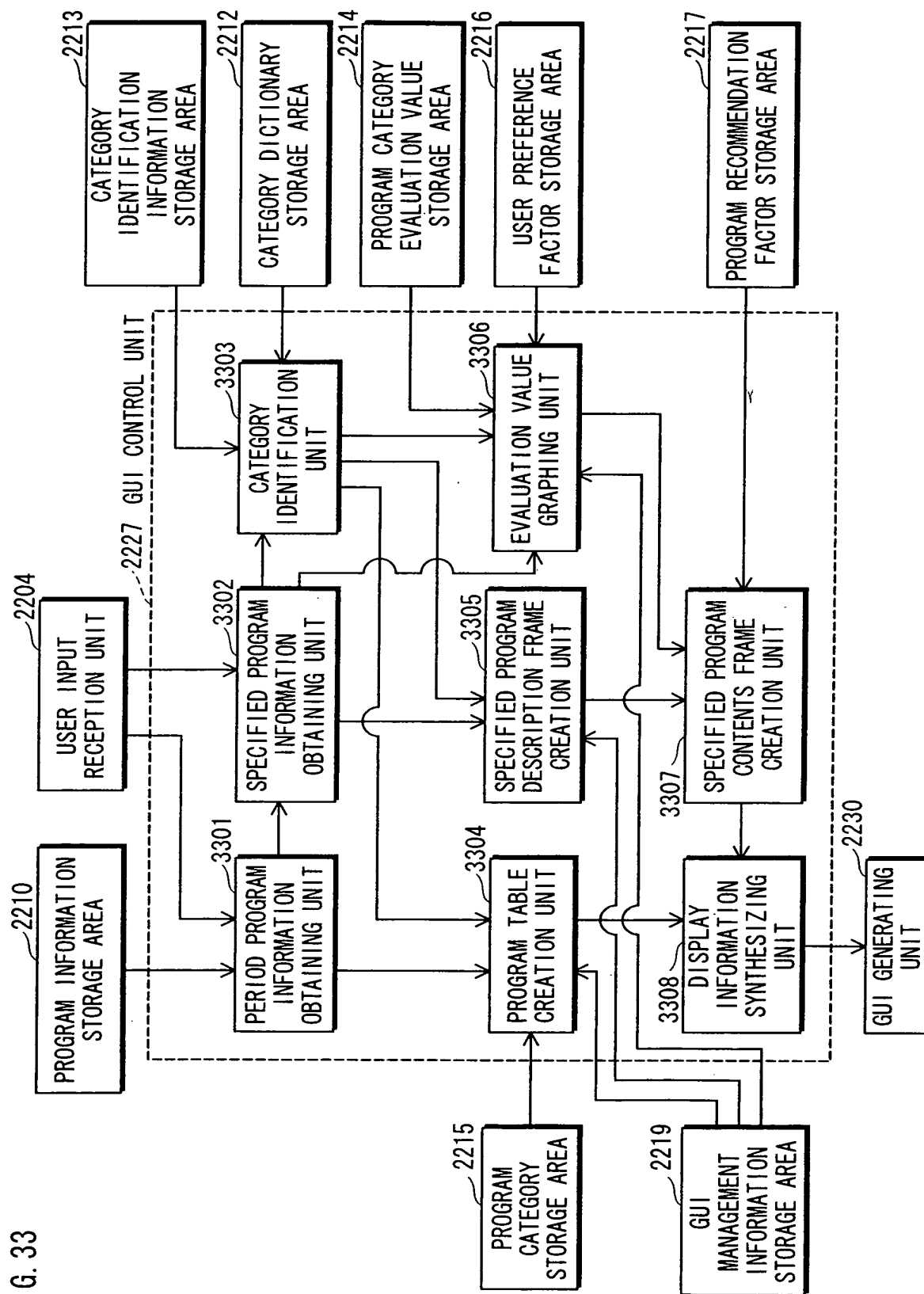


FIG. 34

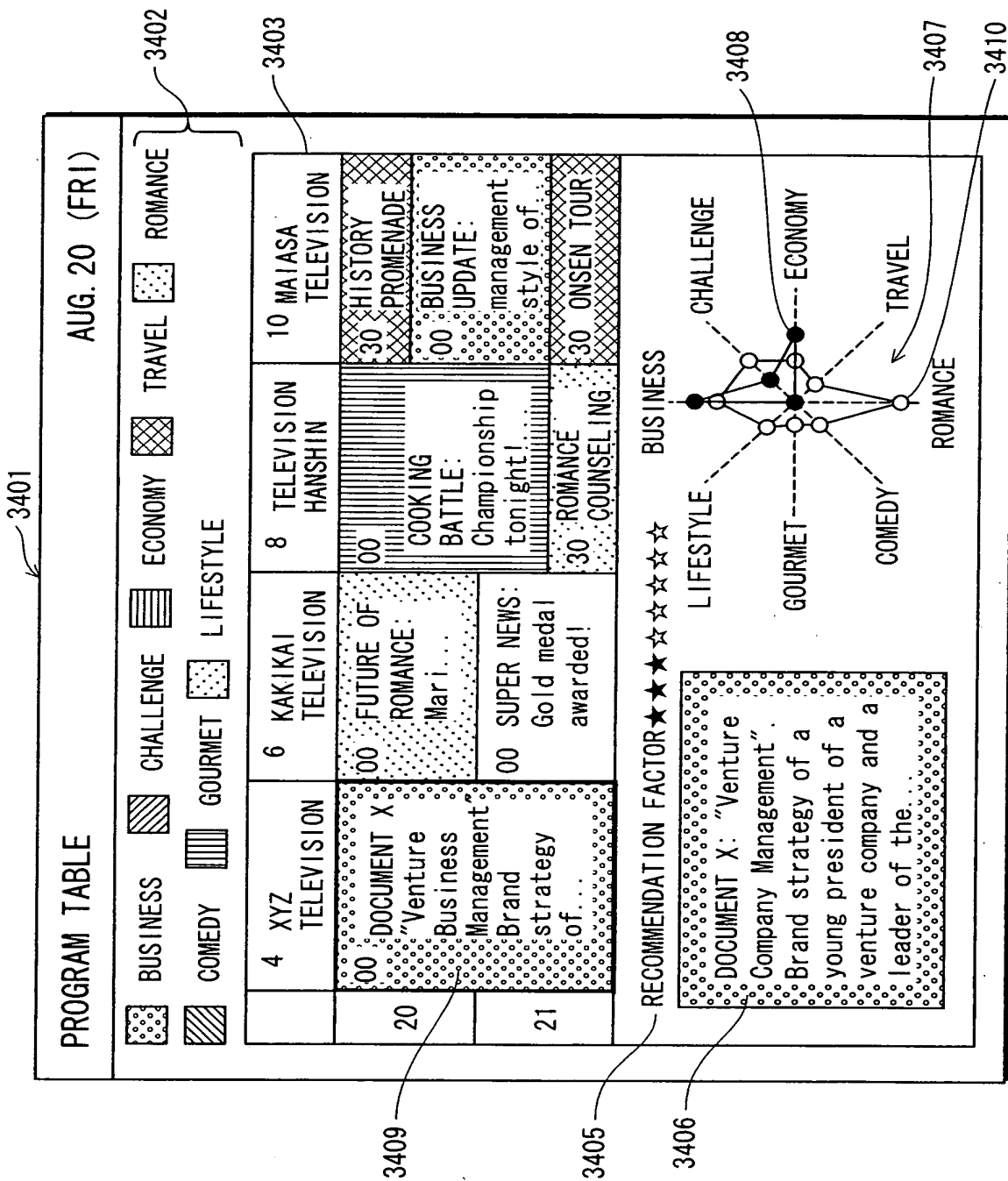
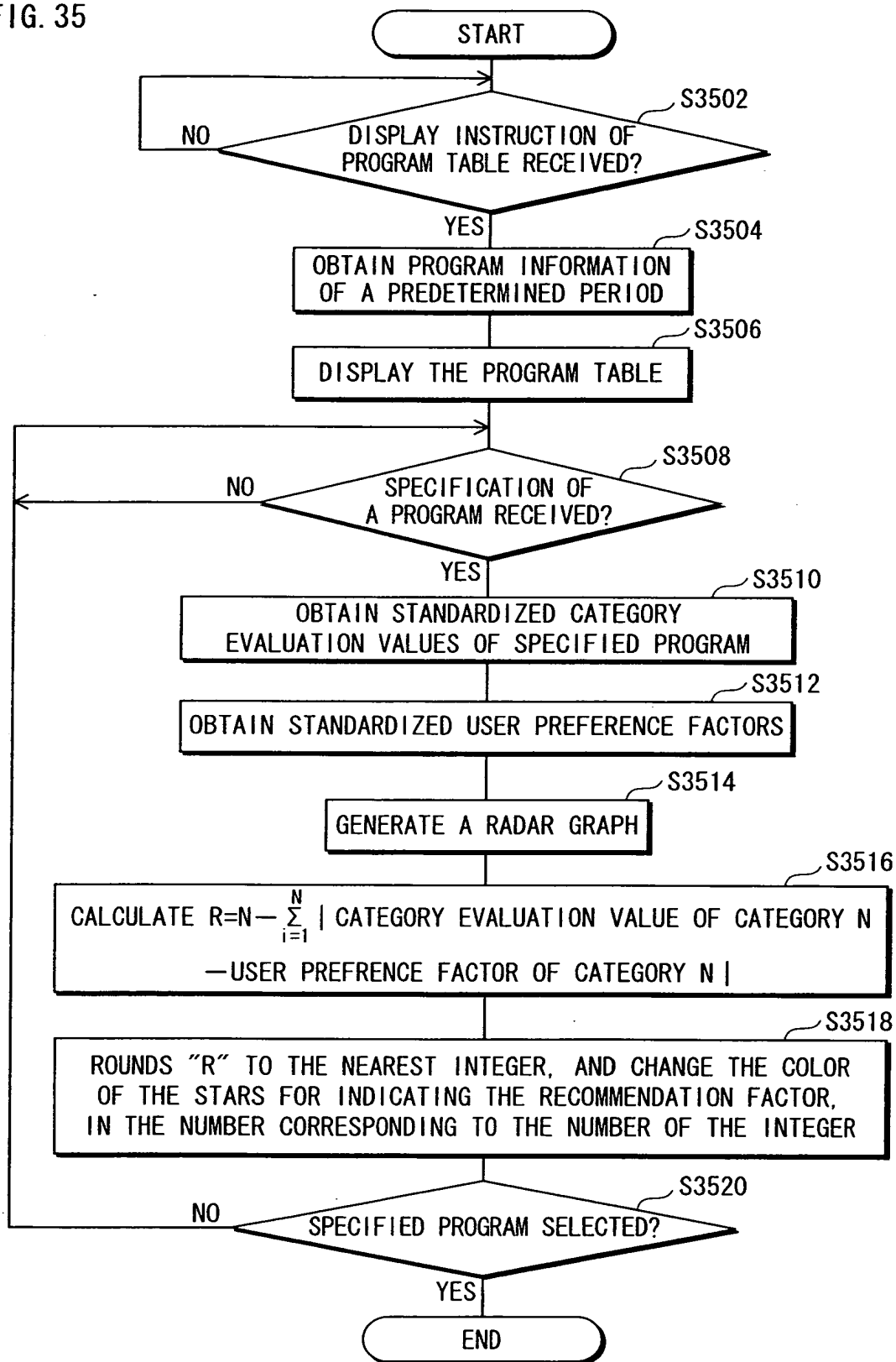


FIG. 35



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